

# **Social Media Marketing for Small Business during the Covid-19 Pandemic: Case of Dyedaddies on Instagram = Sosial Media Maketing untuk Bisnis Kecil selama Pandemi Covid-19: Profil Dyedaddies di Instagram**

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## **Abstrak**

Selama pandemi Covid-19, banyak bisnis dan organisasi di seluruh dunia merasakan dampak terhadap hasil penjualan karena orang tidak berani berbelanja secara langsung akibat pembatasan sosial. Dalam kesulitan ini, banyak bisnis kecil yang mengandalkan media sosial untuk membantu mereka untuk mempromosikan dan menjual produk juga untuk memanfaatkan fitur bermanfaat lainnya secara gratis. Dyedaddies merupakan bisnis kecil yang menjual clothing online. Penelitian ini menyelidiki lebih lanjut bagaimana Instagram membantu bisnis kecil selama pandemi dan mengapa mereka memilih Instagram sebagai platform pilihan utama. Penelitian ini dilakukan dengan metode kualitatif yaitu dengan cara melakukan wawancara dengan para pendiri yang berstatus mahasiswa. Meski setelah restriksi sosial dilonggarkan, Dyedaddies ditutup karena para pendiri harus kembali kepada rutinitas luring di universitas masing-masing. Temuan penelitian ini menunjukkan bahwa Instagram adalah platform media sosial utama yang dipakai Dyedaddies saat pandemi karena kemudahan akses dan efektif secara biaya. Kemudian, fitur seperti Instagram story dan Instagram Live sangat membantu mereka dalam promosi dan penjualan produk. Para informan sebagai pelaku bisnis kecil mengaku bahwa Instagram sangat membantu mereka karena fitur-fitur yang disediakan di aplikasi Instagram mudah dipakai dan tidak perlu biaya tambahan untuk menggunakannya.

.....During the Covid-19 pandemic, businesses and organizations worldwide have taken a toll on sales because not many people want to shop physically due to social restrictions. In this difficult, many small businesses rely on social media to help them to promote and sell products as well as to use other useful features freely. Dyedaddies is a small business that sells clothing online. This research will further investigate how Instagram helps small businesses during this time and why businesses choose Instagram as their primary platform. This research was conducted qualitatively via interviews with the founders who were students. Although after the social restriction is loosened, Dyedaddies was closed because the founders had to return to offline routines at their universities. The findings show that Instagram was their main social media platform during the pandemic due to its accessibility and cost-effectiveness; and features such as Instagram Story and Instagram Live were very helpful for them when conducting product promotion and sales. Informants as small business owners claim that Instagram can be utilized to help earn financial and social gains while expanding reach in market and creativity due to the features provided by Instagram is accessible and cost efficient.